

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| Applicant | : Fuloria, et al. | Art Unit | : 3622 |
| Serial No. | : 10/812,394 | Examiner | : Alvin L. Brown |
| Filed | : March 30, 2004 | Conf. No. | : 1742 |
| Title | : SELECTIVELY DELIVERING ADVERTISEMENTS BASED AT LEAST IN PART ON TRADEMARK ISSUES | | |

MAIL STOP AF

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT ACCOMPANYING RCE AND IN REPLY TO

FINAL OFFICE ACTION SENT NOVEMBER 9, 2009